

1/20/04

01-23-2004

FORM PTO-1594
1-31-92

RE

U.S. DEPT. OF COMMERCE
PATENT AND TRADEMARK OFFICE



102652917

original documents or copy thereof.

To the Honorable Commissioner of Patents

1. Name of conveying party(ies):
Hershey Canada Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-Country:
Canada
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Name: **Hershey Chocolate & Confectionery Corporation**
Internal Address: **c/o Intellectual Property Department**
Street Address: **4860 Robb Street, Suite 204**
City: **Wheat Ridge** State: **CO** Zip: **80033**

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State **DELAWARE**
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from Assignment)
Additional name(s) and address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: **January 15, 2004**

4. Application number(s) or registration number(s):
A. Trademark Application No.(s) **N/A**

Additional numbers attached? Yes No

B. Trademark registration No.(s) **879599**

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: **Martha L. Saraduke**
Internal Address: **Hershey Chocolate & Confectionery Corporation**
Street Address: **4860 Robb Street, Suite 204**
City: **Wheat Ridge** State: **CO** Zip: **80033**

6. Total number of applications and registrations involved: _____
7. Total fee (37 CFR 3.41)..... \$ **40**
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
500934
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and Signature:
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

MARTHA L. SARADUKE Martha L. Saraduke January 15, 2004
Name of Person Signing Signature Date

Total number of pages comprising cover sheet: _____

OMB No. 0651-0011 (exp. 4/94)

TRADEMARK
REEL: 002901 FRAME: 0073

ASSIGNMENT

WHEREAS, HERSHEY CANADA INC., a corporation organized and existing under the laws of Canada, located at 2350 Matheson Blvd. East, Mississauga, Ontario L4W 5E9 Canada, owns the trademark TWIZ THE WHIZ including but not limited to the registrations listed on Schedule "A" and rights in the goodwill, and trade dress and packaging relating thereto (collectively, the "Intellectual Property"); and

WHEREAS, HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION, a corporation organized and existing under the laws of the State of Delaware, with an address at 4860 Robb Street, Suite 204, Wheat Ridge, CO 80033, U.S.A. is desirous of acquiring the Intellectual Property.

NOW, THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, and intending to be legally bound hereby, the parties agree as follows:

1. HERSHEY CANADA INC. hereby assigns to HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION any and all right, title and interest in and to the Intellectual Property together with any rights which HERSHEY CANADA INC. owns with respect thereto pursuant to common law or any other law, regulation, or practice, and the goodwill of the business symbolized thereby.

IN WITNESS WHEREOF, this Assignment is executed as of January 15, 2004.

HERSHEY CANADA INC.

By: Martha L. Saraduke
Name: Martha L. Saraduke
Title: Vice President